


BUILDING  
WITH  
ASSURANCE  
  
*Second Edition*

PROSPECTUS

# The most comprehensive BOOK on HOME BUILDING ever compiled 8½ x 11 inches—440 pages—beautifully bound

A BIG, beautiful volume printed on high grade enamel paper—bound in gold embossed, rich, close grain, olive green, flexible leatherette—440 pages of success assuring, money saving, home building methods and ideas—many contributed by prominent authorities, all leaders in their respective fields—special treatises on important phases of home building, hundreds of illustrations, many in beautiful four-color printing. Leading men in the building fraternity are pleased to call it the greatest book of its kind ever produced. And this—the *de luxe*, limited edition of "Building With Assurance"—now ready for delivery—is yours to examine ten days without cost.

Back of this work is the great Morgan Woodwork Organization—which has had two generations of practical experience with home builders.

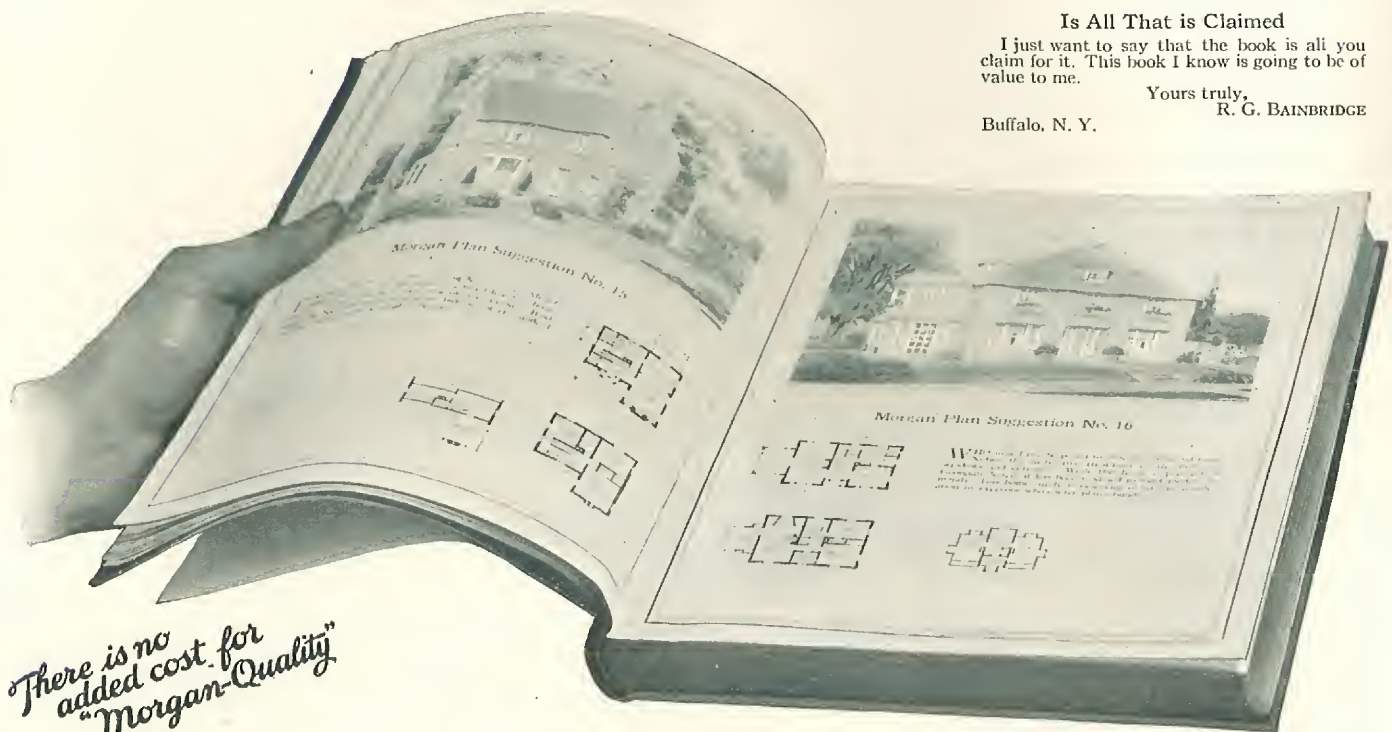
## Is All That is Claimed

I just want to say that the book is all you claim for it. This book I know is going to be of value to me.

Yours truly,

R. G. BAINBRIDGE

Buffalo, N. Y.



There is no  
added cost for  
"Morgan Quality"



# Examine this GREAT BOOK on HOME BUILDING—ten days without cost

**B**UILDING a home is today a definite science, with positive rules based upon common sense. You do not need to grope in the dark; there is a carefully worked out guide for handling each step in the undertaking.

"Building With Assurance," the Master Book, is simply a 440-page collection of authoritative home building ideas, plans and methods; a volume illustrating and describing the proved right methods for successful home building.

If you will mail the special reservation blank attached to page 18 of this prospectus—conforming with the liberal terms noted thereon—we will gladly send you a copy of "Building With Assurance" at our risk and postpaid—for you to examine ten days in your own home. Read it. Profit by its many ideas and suggestions. Enjoy the beautiful array of homes illustrated, and the floor plans. Show it to your friends, to your contractor, architect or dealer. Notice how it solves your home building problems. Then, if you are pleased, the book is yours. Should you not be delighted, should you feel that the book is not worth many times the small deposit we ask, just return it and your money will be refunded. The examination costs you nothing. Could any offer be fairer?

*Full details of how  
to get the  
Master Book are  
given on page  
nineteen of this  
prospectus.*

*A handy reservation  
blank is attached  
to page  
eighteen.*

Thorough!

I wish to compliment you on the thoroughness with which your book deals with the subject of home building.

W. P. MARSHALL

Savannah Ga.





# *Out of years of experience has come the MASTER BOOK —the home builder's own encyclopedia*

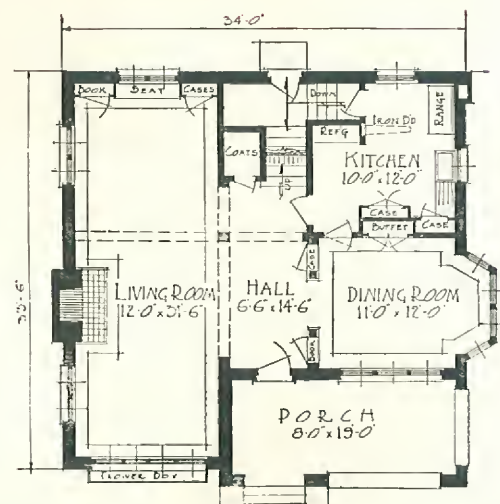


This charming brick home is one of many shown in the Master Book

**S**UCCESSFUL home building is no longer restricted to a favored few. "Building With Assurance," the Master Book, brings home building out from the realm of mystery and helps you avoid costly blunders. It points out the proved best methods which men have found out after years of experience. Casts a great white light of practical working information upon this elusive subject.

Best of all, "Building With Assurance" is authoritative and practical. It is not a collection of theories; it is not an idle treatise on "Why you should build a better home;" it is not technical; it does not present ideas which are out of reach of the average home builder. Instead, "Building With Assurance" contains information which has been gained from many years of actual experience; contains the help you need in an interesting and attractive form.

A Cleveland construction superintendent writes: "I consider 'Building With Assurance' a most perfect asset to me. Nothing finer has ever come to me in my 20 years' experience in the home building line."





# Learn how to build a BETTER HOME for less money

*The Master Book gives the ideas and  
methods of prominent authorities*

THE best of us can learn a good deal from the rest of us. If you in your experience have perfected successful methods, so has your neighbor, so has, probably, every other man in his own particular line. This, in our opinion, is the big point in "Building With Assurance." It gives you the experience of men who have spent years in the home building business.

For example, the Morgan Woodwork Organization, during its two generations of existence, has probably come in contact with every type and size of home; has seen first hand practically every worry, every trouble and every disappointment that any home builder has encountered. It was from this broad experience that we started to produce "Building With Assurance." Then, to make the Master Book the most complete work of its kind, we enlisted the aid of prominent authorities in allied lines. That is why we say the Master Book is literally a mine of golden ideas and suggestions. It tells you, for example:

- how to attain beauty of exterior; shows 56 attractive homes, illustrated in four colors; many types and sizes, with floor plans,
- how to select an entrance which expresses hospitality and good taste; shows many attractive designs as suggestions,
- how the vestibule, hall, living room, window seats, French doors and mantels may be arranged to give greatest convenience, comfort and beauty,
- how the dining room, breakfast nook, library or den, book cases, etc., can be made to express the individuality and character of the owner,
- how the bedrooms, bathroom, linen chests, kitchen, pergolas, etc., may be made things that suggest a real home instead of a mere house.

In addition, the Master Book explains:

- how to select a building site,
- how to let the contract,
- how to work with your contractor,
- how to choose flooring, roofing material, etc.,
- how to avoid dreaded extras,
- how to get the most for your money.

And there are special articles, by prominent authorities, on:

- Interior decorating,
- Modern furniture,

- Color harmony—The use of art glass,
- Home heating—Home lighting,
- Paints and finishes,
- Hardware that harmonizes,
- Landscaping the yard, etc.

Besides, the Master Book gives you a clear understanding of types of:

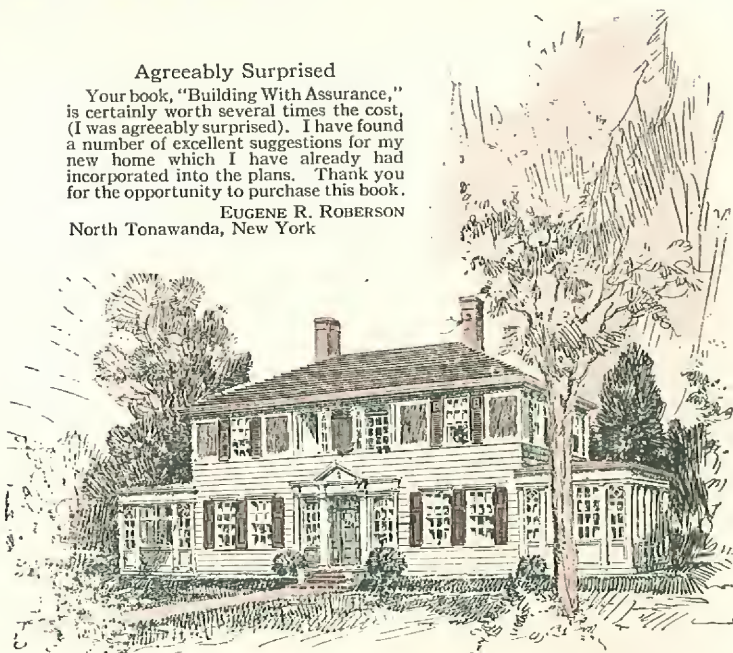
- Stairways,
- Reception halls,
- Colonnades and cased openings,
- Buffets, sideboards and china closets,
- Sun and open porches,
- Fireplaces,
- Cozy corners,
- Radiator covers,
- Storm and dormer windows,
- Garages, etc.

But it is not possible to picture and describe here all the information the Master Book contains. We only hope to go far enough to make you wish to see the book itself. In fact, we sincerely believe that anybody who contemplates building should see this book before preparing any completed plans or letting any contracts. It may save you many dollars and add greatly to your comfort and convenience.

## Agreeably Surprised

Your book, "Building With Assurance," is certainly worth several times the cost, (I was agreeably surprised). I have found a number of excellent suggestions for my new home which I have already had incorporated into the plans. Thank you for the opportunity to purchase this book.

EUGENE R. ROBERSON  
North Tonawanda, New York





# The MASTER BOOK gives page after page of cottages, bungalows, dwellings all in colors—and with floor plans



One of the beautiful homes shown in the Master Book

**W**HETHER the home you want to build is a cottage, bungalow, or larger dwelling; whether it is to have three rooms or fifteen; whether in Italian, Spanish, English, Colonial, American or some other design; whether its cost is to be \$3,000 or \$50,000; whatever its kind and type—you can find in “Building With Assurance” the best way to go about making it a reality.

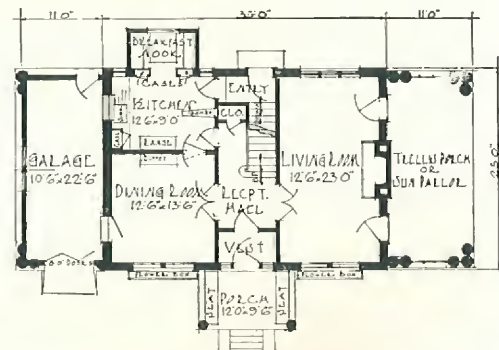
The Master Book will show you:

- how to make yours a home that reflects the higher standards of living,
- how intelligent planning, skill in adapting modern materials and arrangement conforming with today's advanced standards of living—will mean the difference between a real home and a mere house—at no additional cost.
- how, particularly in smaller homes, these evidences of progress may be made very noticeable.

The Master Book not only helps you work out your own ideas and clear away the mysteries and doubts, but helps you achieve that undefinable at-

mosphere which is only attained through proper consideration of woodwork, finish, floors, draperies, hangings, furniture, color work, lighting, etc.

In short, it helps you build a home in which the housewife and children may spend pleasant days and where the business man may find a restful haven in the evening.



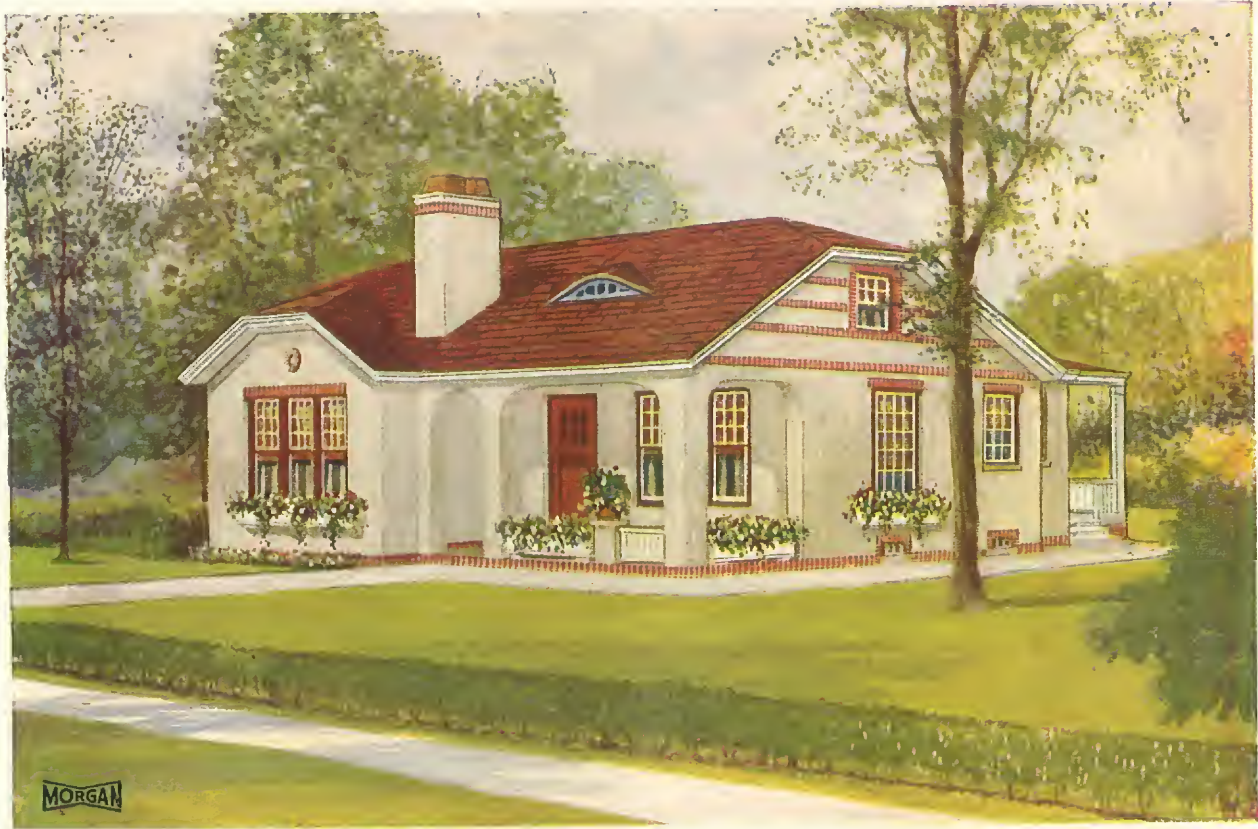




**T**HESE pages are from the Plan Suggestion Section of "Building With Assurance." This section contains 56 pages of attractive homes; is beautifully illustrated in four colors; and gives floor plans. It is typical of the completeness and comprehensiveness of this wonderful book on home building.



# Let the MASTER BOOK be your guide to a well planned home

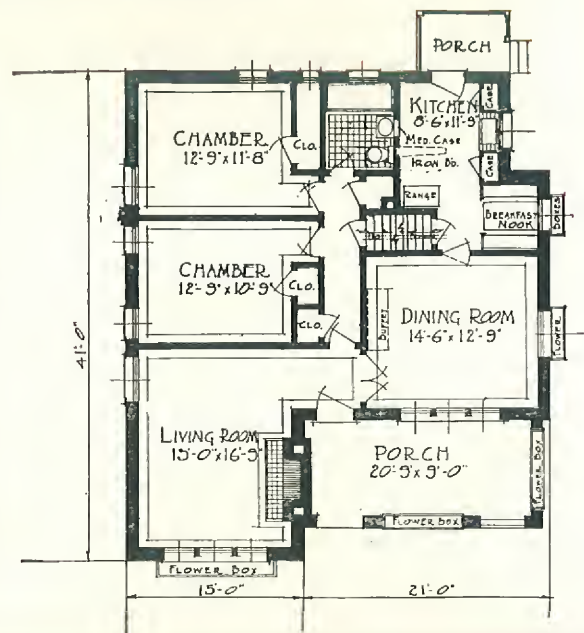


An example of the fine type of homes shown in the Master Book

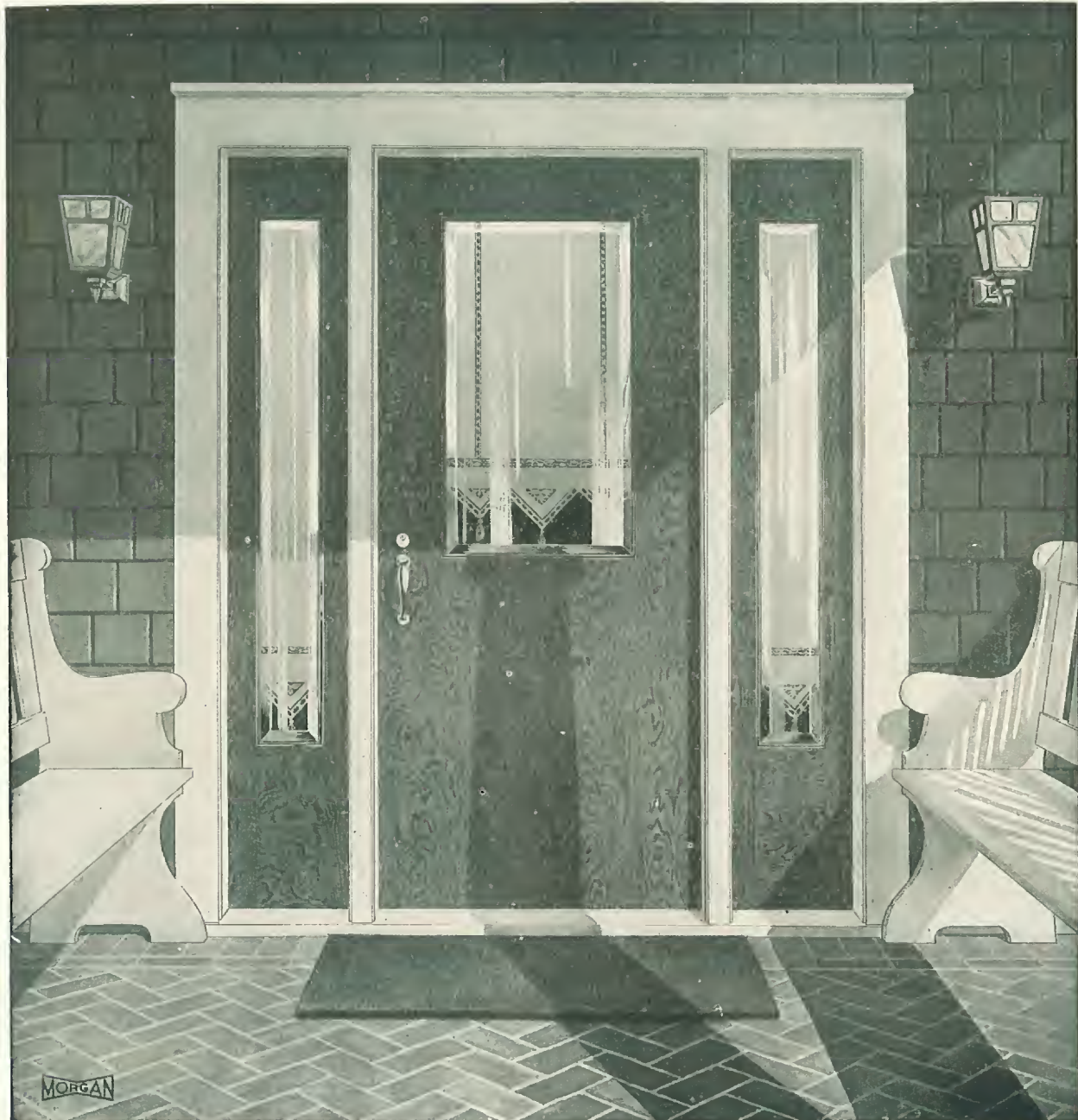
**Y**OU no doubt have noticed among the homes of your friends the difference between those which seem to have been merely *built* and—those which have been *planned*. No difference in cost, perhaps. But what a vast difference in the satisfaction that comes from living in them!

Remember, building a home is a serious problem. Mistakes cannot be easily rectified. Alterations are costly. To sell usually means a substantial loss. How important then to “be sure you are right” at the start.

“Building With Assurance” starts you right and saves you money at every step. It places before you scores of styles of architecture for consideration. You have the help of experts on selecting the site, letting the contract, working with contractor, etc. You have the boiled down knowledge of authorities on every phase of interior arrangement, decorating, heating, lighting, furniture, etc. You have the guidance of people who have won their high places because of what they *know* about the special subjects they discuss for your benefit. Surely, help like this will be of benefit to you, no matter how many homes you have built or how much you have studied the subject.







One of the front entrances shown in "Building With Assurance"

## *How to choose the Front Entrance*

*Many beautiful designs are found in  
"Building With Assurance"*

A MERE glance at the beautiful front entrances, shown and described in the Master Book, will open your eyes to the importance of carefully choosing this feature. They will show you how a hospitable looking front door can express bigness—not in size, but in the higher, finer things of life.

In "Building With Assurance" you learn not only how to select a front door that will greet visitors with a hearty welcome, but how to make every feature of the home express those deeper and more abiding sentiments which so eloquently bespeak the character and tastes of the owner.





In the Master Book are shown numerous beautiful living rooms

## How to arrange the Living Room

*The Master Book, "Building With Assurance"  
gives many valuable suggestions*

A STUDY of the pages of beautiful living rooms shown in the Master Book plainly indicates the vast possibilities for self-expression in this most important of all rooms.

Since in this room originate many of those rich affections which make life beautiful, it should be so designed that it will prove a sympathetic retreat from the more sordid affairs of life.

It is with these considerations in mind that we say "Building With Assurance" will help make your living room one in which weary body and nerves may find complete rejuvenation and which bears the unmistakable stamp of artistry and craftsmanship.







One of the attractive dining rooms shown in "Building With Assurance"

## *How to plan the Dining Room*

*Let the Master Book Be Your Guide*

THE dining rooms pictured in "Building With Assurance" show that if any room in the house needs careful planning, it is this one. Here the members of the family gather each day, even though they may not have time for enjoyment of the rest of the house. And it is in this room that guests usually receive their deepest impressions of the home.

"Building With Assurance" shows that, as in all things of the home, the charm of the dining room is more dependent upon the proper selection than upon the cost of its appointments. In short, the pages on dining rooms will suggest just the ideas you need to give your dining room character and individuality.

### Contains Just What Home Builders Want

Some six months ago I had the pleasure of examining and using "Building With Assurance," and it is with great pleasure that I now have a copy of my own. I have never examined a more "up-to-the-minute" book. It contains just what home-builders are looking for, and is filled with really practical illustrations. It will always have a prominent place in my reference library.

JOSEPH MURRAY

Abilene, Kansas

### Will Be a Great Help

I expect "Building With Assurance" to be a great help to me in planning my home.

HATTIE J. CARON

Beloit, Kans.





An example of the styles of French Doors shown in the Master Book

## How to use French Doors

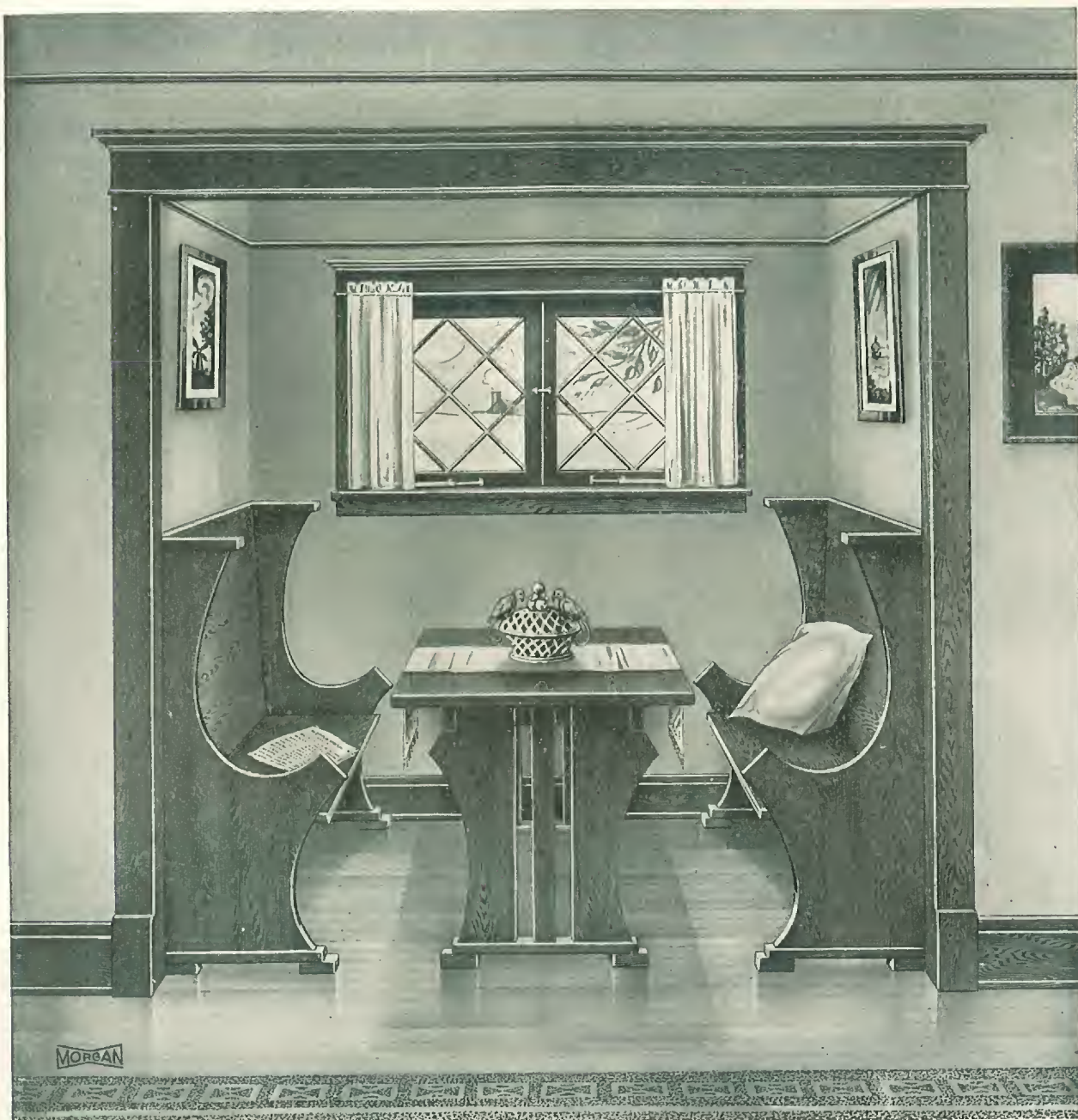
*Practical suggestions will be found  
in "Building With Assurance"*

**M**AYBE you have thought of French doors merely for outside use—for porches, sunrooms, etc. An inspection of the Master Book will show that they are now employed to advantage in many other places—that, in fact, homes may often be made doubly attractive if French doors are used between many of the rooms on the ground floor. Besides, the advantage in lighting and heating, when rooms are separated, is often an important consideration.

The bathroom, too, with its medicine cabinet, linen case, clothes chute, mirrored door, etc., will be found to have unthought-of possibilities once you have studied the pages in "Building With Assurance" devoted to bathrooms.





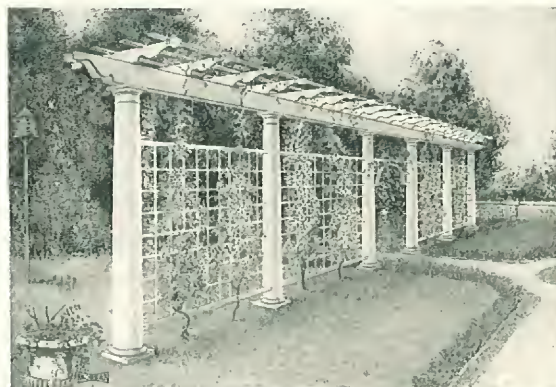


One of the attractive breakfast nooks shown in the Master Book

## How to make the Breakfast Nook bright and cheerful

AFTER studying the many suggestions for breakfast nooks in "Building With Assurance," you will, no doubt, want to include one in your plans. You'll like the convenience and time-saving it affords. And you'll want to make it bright and cheery, as are those shown.

Pergolas, ornamental fences and many other features shown in "Building With Assurance" will also appeal to you. Beautiful designs are given as suggestions to you.





## Landscape Suggestions for Small Houses and City Back Yards

Prepared by the Garden Service Department of "The Touchstone Magazine"

A HOUSE is never quite complete without a garden about it. So thoroughly do many architects realize this that they insist on laying out a garden as well as the house plan. They know also that the garden is laid out to form a beauty from the sun porch. There is a beauty in the garden. A garden is a gateway to the life of the house.

## The A B C of Furniture Selection

Appropriateness, Beauty and Comfort

THE average home owner contemplates the furnishing of a home. It is no small task to select the many articles of furniture, especially for one untrained in the subject, and usually requires no end of study and consultation with recognized authorities. Nevertheless, a few simple rules on the subject will help anyone undertaking the delightful task of furnishing a home.

The A B C of furniture selection may well be expressed in three words—Appropriateness, Beauty and Comfort. If each piece of furniture chosen for the home is selected with these three attributes in mind, the result should be entirely pleasing.

## Practical Plan Suggestions

THE THAT bath eyes to see, let him in the pages immediately distinct advantages of the higher standard uses—more places

the family which anticipate living in it. None of the pictures is like any other. Father, mother, sister, brother, all have individual perspectives. To be a success, home must please all.

The process of reducing visions to a practical workable basis is the most critical (though none-the-less delightful) period of home building.

Many excellent ideas are conceived in enthusiastic minds, but until they are made to conform with architectural principles, they are usually impracticable and about as satisfactory as diamonds in the rough.

A better understanding—a more intimate relationship between home builder and architect—will be established by a careful study of this volume.

It is to be noted at the outset that this information is not intended to supplant the supervising architect, nor to be in any way with his recommendation, but, on the contrary, to be a harmonious co-operation with his counsel, to the benefit of the home.

## Information Useful in Estimating Building Material

**Excavation**  
Excavation for foundations and basements is figured by the quantity of cubic yards of earth removed.

The number of cubic yards is found by multiplying the length in feet by the width in feet by the average depth in feet and dividing the total by 27, as there are 27 cubic feet in 1 cubic yard.

**Concrete**  
Foundations, concrete walls and footings are figured in cubic feet. The number of cubic feet in footings and walls is found by multiplying the length in feet by the width in feet by the depth in feet.

Concrete for walls and footings is usually mixed in the following proportions:  
1 part cement, 2 parts sand, 3 parts crushed stone.

1 cubic yard of concrete work mixed in the above proportions requires approximately 1 barrel or 4 bags of cement, 4 10 of 1 yard of sand, 85 100 of 1 yard of crushed stone.

**Brick**  
Brick for walls and foundations is estimated by the thousand.

The following table shows the number of bricks per foot in height.

Single flue 8 x 12 inside measurement, 28 brick per foot in height.  
Single flue 8 x 16 inside measurement, 32 brick per foot in height.  
Single flue 12 x 12 inside measurement, 32 brick per foot in height.  
Double flues, one 8 x 8 and one 8 x 12 inside measurement, 44 brick per foot in height.  
Double flues, 8 x 12 each inside measurement, 48 brick per foot in height.

**Lumber**  
Lumber is estimated by the 1,000 square feet 1" thick, but on account of lapping and matching it requires more than 1,000 feet of lumber to cover 1,000 square feet of surface.

The following table will show the amount to add to the various kinds of material commonly used.

Board	Width	Length	Area
1" x 8"	8"	12'	84
1" x 10"	10"	12'	112
1" x 12"	12"	12'	144

## Lumber and Its Uses

AS ALL millwork is made from lumber, it might be well to give a brief description and comparison of the different woods most commonly used.

Woods are divided into two general classes: Softwood, which withstands the effects of weather and is adaptable to paint finish; and hardwood, which is used for the exterior of buildings, such as doors and crates, and other minor articles; Hardwood, which takes varnish and stains of all kinds and is used as the interior trim of buildings, such as for interior trim of buildings, such as doors, stairwork, paneling, etc.; flooring, furniture, car construction, automobiles, agricultural implements and numerous other items.

The most common softwoods are cedar, cypress, fir, poplar, redwood, yellow pine, spruce, hemlock, tamarack, larch, white pine and western pine.

Hardwoods include hickory, buckeye, bass, ash, cherry, elm, maple, oak, sycamore, walnut, etc.

plain white oak lumber is made by cutting the log in the usual manner—quartered red oak or quartered white oak lumber is made by first cutting the log into quarters and then by first cutting the boards from each quarter. The cutting the boards from a more flaky quarter sawn lumber shows a more flaky grain than the plain sawn.

Birch lumber is divided into three separate classes. Unselected Birch, Red Birch and Curly Birch. All of these three kinds of lumber are made from the same tree, known as the Red Birch. The curly birch lumber, as the name implies, is selected for the curly figure. The red birch lumber is cut from the center of the log, which is red in color. Unselected birch lumber is so named on account of the color, which is red in color. Unselected birch is only, and varies in color from light or almost white, to a reddish color. Unselected birch is selected for quality, but not for color, and is the class most generally used.

Gum lumber, or as some call it today "American Finish Cabinet Wood" is one of the woods most used for manufacturing furniture and is most used for the evenness of

## Art Glass in the Home

THE staining of glass and leading it into intricate and pleasing designs was one of the earliest mediums for the expression of art. It reached its height early in the sixteenth century when a satisfactory process of coloring glass was discovered. Prior to this the colored effect was attained by painting the glass. One needs only to visit the historic chapels and cathedrals of Europe to realize the wonderful effects which can be attained with colored glass. There is scarcely a home which does not have some window or door which would be rendered much more attractive by the use of well chosen stained glass. To bear in mind that the most beautiful effects can be obtained if the glass is stained in the proper manner.

## How to Choose the Wood for Your Floors

Through the Courtesy of the Oak Flooring Manufacturers Association

There are almost as many kinds of wood as there are woods, nearly every one being used for flooring in one way or another. However, for its own merits, and for its own uses, it should know the valuable principal flooring woods.

divided into two principal classes, the use of soft-wood floors, and the use of hardwood floors. The use of soft-wood floors is usually reserved for the use of other rooms of the house, since the manufacture of soft-wood floors is so cheap that its cost is so low that it is not worth the trouble of laying it down. The use of hardwood floors is usually reserved for the use of other rooms of the house, since the manufacture of hardwood floors is so expensive that its cost is so high that it is not worth the trouble of laying it down.

There is little, if any, choice between Red Oak and White Oak, and as between the quarter-sawn and plain-sawn, the choice is usually determined by price. Quarter-sawn oak flooring costs somewhat more than plain-sawn, yet many prefer the plain, regardless of price.

Most of the hardwood floors are made in the thickness of three-eighths of an inch, for the convenience of those who are renovating an old floor rather than building new ones. If an old floor is reasonably true and level, no matter what wood it may be made of, it is as good as new. If it is down on top of it, with a result quite as good as that obtained from building a new floor, and the cost of it is astonishingly small.

IN ADDITION to exteriors, interiors, living rooms, bedrooms, dining rooms, stairways, kitchens, breakfast nooks, porches, etc., "Building With Assurance" gives the advice and counsel of many of America's leading authorities on such subjects as Hardware, Lighting, Decorating, Heating, Landscaping, Paints, Flooring, Furniture, etc. There are ideas suitable for the humblest,



## Paints and Wood Finishes That Preserve and Beautify

By Architectural Service Department Breinig Brothers, Inc., Hoboken, New Jersey  
(Who will furnish color cards and finished panels on request)

IN THE selection of a permanent home there are three fundamentals, which must be followed to produce lasting results—good materials, good workmanship and good Varieties, Enamels and Paints. The proper selection of both the interior and exterior are imperative where beauty and permanency are desired.

The home owner will find good Varieties, Enamels and Paints a wise and profitable investment, while cheap and inferior materials will prove a source of continued regret and expense.

In exterior house painting select nothing but the highest grade scientifically manufactured Prepared Paint. It will wear longer and more uniformly than the old fashioned products, and will produce the most beautiful and harmonious finish effects. Be sure to have it applied by a Master Painter. Do not follow the painting of any one who does not know paints or painting. The home owner cannot afford to take this chance. Any reputable manufacturer will be glad to send color cards and literature covering all branches of painting. Likewise, the Service Bureau of your local hardware and paint dealer will gladly give authentic advice on your finishing problems.

The average person builds but one "home" in a lifetime. This usually embodies his ideal and a great deal of the pleasure and satisfaction to be derived from it in the years to come will depend upon his keeping it well preserved and inviting, both inside and out.

For new work, three coats are recommended.

however, has been simplified by usage and advanced methods, to the point where any owner can make a suitable and harmonious color selection by bearing in mind the following essentials:

A house surrounded by numerous trees, such as white, gray and cream, will better range of color selection and will better the lighter shades of brown, buff and the lighter shades of blue.

As a rule, the heavier shades of brown, buff and reds are more suitable for use on restricted areas, and the lighter shades give an added size. Small houses in the darker colors.

If possible, confine colors to two, or at the most, three. The large house with more trim of gable, cornice and trim of varied color combinations.

consult a Master Painter, a pleasing combination. Variety of color about through the building materials—cement and brick, and building.

## A Woman's Thoughts About a Home

By Rose Angell  
and recently Department Editor of Woman's World

IN EVERY home, at all times, the innermost heart of man and maid cries out for a home—the place where we



of home we prefer. Then the amount we can profitably spend thereon must be definitely fixed. Do we prefer a neat, compact two-story house, or a one-story residence in more rambling style? Does the Dutch type, with its tall white pillars, appeal to us, or the quaint California style?

## Make Home Substantial

Professional Reminders of Often Neglected Precautions Concerning Materials and Construction

THE fascinating romance of home building—the pursuit of ideals founded on years of delirious delving into the mystic tones of building lore—often distracts the mind from the more prosaic, practical consideration of the materials and construction.

The average home builder has not had the experience to decide technical questions whose disposition determines the measure of satisfaction his home will yield him. He should not, however, ignore the advantages of being sufficiently informed to discuss the important phases of building. So the main essentials are here briefly outlined.

### The Building Site

The selection of the building site has a great deal to do with the finished home, and is whether the dwelling is to be a house

property you are about to purchase. These assessments are not always leveled for the street directly adjacent to the property, but may be from streets a block away, and in cases of sanitary and storm sewers are sometimes leveled against property several blocks away from the work being done.

Also learn how close the water and gas mains and electric service are to the property and whether stubs have been put in from all underground lines.

The next step is to insist on an Abstract of Title showing all the transfers of the property in question, or an insurance policy guaranteeing the title issued by a responsible Title Guarantee Co. The Abstract or Guaranteed Policy should be examined by an able attorney, as a small expense at this time may save a great deal of worry and needless expense later.

In all cases of transfer of property, secure a Warranty Deed and have it recorded on the records immediately after receiving it.

## Color Harmony

Four color schemes selected from the portfolio "How to Select Furnishings for the Home"

In planning the decoration of a room, the color harmony is a first consideration. The most beautiful color scheme is one in which the colors are in harmony with each other. While it is a mistake to carry a color scheme

### Color Scheme No. 1

Blue and Old Gold for the Living Room

The blue and old gold scheme illustrated on page 170 is cool in effect. It is most pleasing when applied to a living room of southern or western exposure. The floor should match the woodwork, which should be stained in a rich dark shade. The plain taupe Wilton rug should cover the floor within 18 inches of the baseboard, to make a telling background for the furniture.

erably, brown mahogany or in Jacobean, William and Anne style. Black lacquer coat effectively with this color scheme.

KEY TO MATERIALS  
1. Paint—Blue and Old Gold.  
2. Floor—Dark Stain.  
3. Rug—Plain Taupe Wilton.  
4. Furniture—Brown Mahogany or Jacobean, William and Anne style.  
5. Drapery—Black Lacquer Coat.  
6. Wall Paper—Dark Stain.  
7. Ceiling—White.  
8. Baseboard—Dark Stain.  
9. Trim—Black Lacquer Coat.  
10. Hardware—Black Lacquer Coat.

Color Scheme 1  
Mulberry and Tan; Bl  
for Hall and Adjac  
ing Room

## Hardware That Harmonizes

Written and illustrated especially for "Building With Assurance"  
By P. & P. Corbin

A MORGAN door deserves good hardware. In a finish in harmony with the color of the wood, of a design that carries out the ornamental motives, and of a quality that will be as satisfactory as that of the door itself.



Anything inferior lessens the value and impairs the effect, while a proper selection will not only heighten the impression but by favorable action, security and convenience, will prove a source of lasting satisfaction.

Outside doors, for instance, should be hung on bronze or brass butts, in order to avoid the rust that results from the exposure of iron and steel. Three butts should be used to distribute the load, and they should be heavy enough to avoid any danger of war which will cause the door to sag. The lock should be chosen for security and for convenience should have a thumb piece on the inside. It is show the dead bolt, instead of a key. It is usual, in modern front door locks, to have a

It is in the knob, escutcheon, or handle for exterior doors, that the greatest good taste is found with ornamental other motives in In Colonial built



## The Comfortable, Sanitary Bathroom

Written for "Building With Assurance"  
By The Standard Sanitary Manufacturing Company  
Pittsburgh, Pa.

THE Bathroom of the Modern Home represents durability, attractiveness and economy—economy in price and economy in the time required to keep it in immaculate condition.

Money cannot be invested to better advantage than in a new source of health and convenience to the entire household. The bathroom equipment should be given the same careful thought and attention as any other home furnishing, and it is well to visit the showrooms, maintained by manufacturers in all of the larger cities, or write to them for information and literature that you may be guided in a judicious selection of fixtures.

No other part of the house processes the charm peculiar to the bathroom. The progress in modern sanitary

The additional cost of the built-in bath tub is more than offset by attractive and clean appearance, and by the assurance of long years of service.

The built-in bath is made in several designs and sizes and is furnished to be built into a recess or at right or left hand corner. Wherever possible, the bathroom should be arranged so that the supply and waste fittings for the tub can be concealed in the side of the partition.

### Shower Bath

The exhilarating pleasure derived from a shower bath is a necessity.

not infrequently, to high candle-powered light-unprotected by diffusing globes, balls, shades or reflectors. To some of us the thought comes that this condition is not only wasteful and unhygienic, but produces restlessness, irritability and lack of ease. Therefore, we can say at the very beginning, never permit an installation which allows the bare filament of a lamp to remain exposed within the line of vision.

In lamp-shy home lighting let us start at the beginning, in which a porch should be of importance such a we should glasses of in conjunction with power, is in the case of the spring and the additional time. There may be considered in the hall or in the intensity, be handled. Crns of whatever decision, June not lower ceiling by chairs, time units. The

coziest little bungalow as well as for the most imposing mansion. The pages shown above have been lifted from the Master Book and reproduced for your benefit. They give you but a faint conception, however, of the wealth of such information which will be found in "Building With Assurance" itself.



# Contractors, architects, dealers and home owners—all praise this MASTER BOOK OF BUILDING

## One of Our Best Helpers

We are frank in telling you that "Building With Assurance" will be one of the best helpers we have in our business.

TORRIENTE Y. TAQUECHEL

Cienfuegos, Cuba.

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Her Majesty, the Queen, desires me to convey to you her sincere thanks for the book, "Building With Assurance," which you had the great kindness to send and which greatly interests Her Majesty.

ANGELIQUE J. CONTOSTALOS  
Royal Palace, Greece

## A Magnificent Book

I wish to congratulate you on your magnificent book entitled, "Building With Assurance."

J. ANNOUD SMITH  
Wellington, New Zealand

## Deserves a Place in Any Gentleman's Library

Aside from its value to the prospective builder, "Building With Assurance" deserves a place in any gentleman's library. I shall study it at my leisure as an aid to properly maturing my building plans.

JAMES S. LEONARD  
Climax, Nebr.

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AMERICAN WINDOW GLASS CO.  
Pittsburgh, Pa.

## Ideas that Could Not Be Bought with Money

I wish to compliment you upon the master book, "Building With Assurance," and its thorough and complete construction, containing so many, many valuable suggestions applicable to home building. The book is now in the hands of my architects, as some of the many suggestions and ideas in this book will be used in the building of my home. I assure you the \$2.50 which this book cost is money well invested, as I have already received ideas from it that really could not be bought with money.

FRED RETTOR  
Rockford, Illinois

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"Building With Assurance" is the best gotten up book of this kind I have ever seen. It will be a great help, especially for getting out the preliminary work, as the client will be better able to say what he wants after seeing your book.

R. B. GAMBIER  
Tampa, Florida

## Finest!

Your "Building With Assurance" is one of the finest books we have ever seen, and we certainly compliment you very highly on it. We note from your letter that \$2.50 is less than half the actual cost of the book and we can very well believe it.

WOOD BROS.  
Santa Cruz, Calif.

## Very Truly a Masterpiece

"Building With Assurance" is, very truly, a master-book. May I add that we have always found Morgan products more than satisfactory in both design and workmanship, and no higher priced than many inferior makes.

LOUIS HOEKSTRA  
Grand Rapids, Michigan

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"Building With Assurance" is the most comprehensive work of its kind. Its general appearance can not only hold its own among the best bound volumes in an architect's library, but its contents stand out beyond other books of similar nature.

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Houston, Tex.

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Your book, "Building With Assurance" is away beyond my expectations; and my only difficulty is in keeping it in my possession. I have never had anything that covers the subject quite so thoroughly from the home building standpoint.

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Denver, Colo.

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C. W. WILKINSON,  
Continuation School  
Sneectady, N. Y.

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I received your "Building With Assurance" and I am very much pleased with it.

MRS. ELMER KNIGHT  
Picken, S. C.

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Kindly accept my thanks for the wonderful building information you have placed in my hands through the book, "Building With Assurance." I already have several fine ideas from this book and will surely be able to "build with assurance."

WALTER R. BERGER  
Lakewood, Ohio

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KIRKHOFF & SCHAAF  
Santa Barbara, Calif.

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WM. E. SALOMON & CO  
Chicago, Ill.

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JOSEPH STILLBURG  
Pittsburgh, Pa.

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W. A. GILLIAM  
Birmingham, Ala.





*There is no added cost for "Morgan-Quincy"*

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Oakland, Calif.

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Your wonderful book received. I do not understand how you can afford to get it out for the price. I believe it a great help to any builder.

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Watertown, N. Y.

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Your wonderful book, "Building With Assurance," is greatly appreciated by us. We consider it a text and reference book equal to any on the subjects treated. The illustrations, arrangements and general make-up of the book are exceptionally good.

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Chicago, Ill.

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I am certainly well pleased with "Building With Assurance." I think it is the wisest \$2.50 I ever spent. Was so interested in it that I stayed up until 2 a.m. the night it came.

J. P. KURTZ

Pittsburgh, Pa

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I believe "Building With Assurance" is truly the most comprehensive book of its kind ever published. It should be in the library of every architect and builder, as well as in the hands of every prospective home-builder. It gives treatments and effects to suit the most fastidious tastes. If builders would make selections from this book and take it to their architect, much of the preliminary floundering around would be eliminated and prettier and better homes would result.

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Cleveland, Ohio

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W. J. KAPP

Chicago, Illinois

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Received "Building With Assurance," and am highly delighted with it. Already we have found in it many helpful suggestions in building our home.

MRS. T. O. DONALDSON

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#### Like An Interview With Men Who Know

"Building With Assurance" is without doubt one of the most concise works pertaining to the building trades that has ever come under my observation. It is a "Masterpiece." I make a specialty of building the better class of residences and for suggestions your publication is as good as an interview with men who "know." The book is more than I expected, and cannot be valued too highly by anyone who has an interest in doing things right.

E. C. JOHNSON

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The book, "Building With Assurance," is certainly complete in every respect and I expect to get much material benefit from it.

C. E. BYERLY

Quincy, Ill.

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I WOULDN'T part with my book, "Building with Assurance," for ten times what it has cost me. In it I have found the answer to so many questions that have long puzzled me. In it I have also found my "ideal" home. I have been looking in books of plans, articles in magazines—in fact, anywhere and everywhere that I thought I might find it; but without success till I received your book. Now I'm all eagerness to see my home completed.

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"Building With Assurance" is as beautiful and comprehensive a book of its kind we have ever seen.

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We are very much pleased with your book, "Building With Assurance."

EDGAR A. RASSINIER

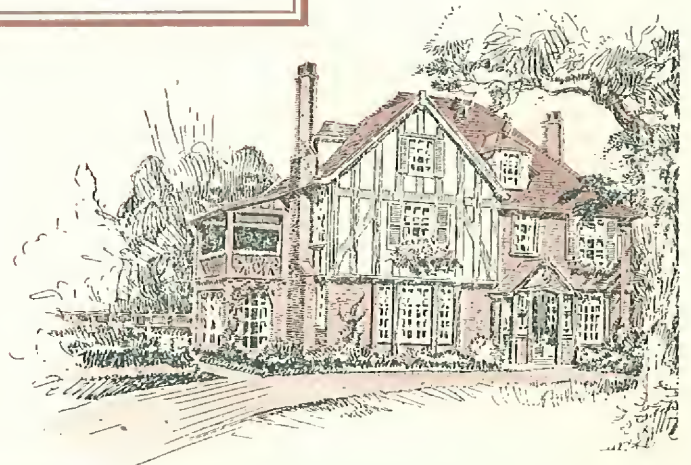
Louisville, Ky.

#### Very Useful

Your book, "Building With Assurance," is very useful in our office, as well as educational. I am sure it will prove valuable to any architect or builder.

OBADIAH BASS

Lexington, Ky.





**Certainly a Gem**

Your book, "Building With Assurance," is certainly a gem and my only regret is that I did not have it before I let the contract for the building of my new home. I know that it would have helped me in making my selection of interior woodwork. Your book is a revelation and if you will pardon me for a suggestion I would say that your organization should place it in the hands of every prospective builder.

M. RAYDIN

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Your book is the finest of its kind I have ever seen, and I cannot imagine how it could be gotten into a more attractive form. I assure you it will prove of great value to me.

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**B**UILDING With Assurance" should be in the hands of every prospective home-builder. If it were, we would have no trouble in convincing the prospective home-builder of what it means to have a "home." On page 8 of the Master Book is one of the most wonderful descriptions of a home we have ever read. The book itself, with its beautiful illustrations, is certainly remarkable. We will feel proud to offer suggestions to the prospective home-builder from your book, urging them to use Morgan Quality interior and exterior finish.

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Medina, N. Y.

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JOHN A. NEWETT

Cicero, Ill.

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Your wonderful book is intensely interesting.

H. C. JUNG

Mooseheart, Ill.

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CHAS. B. FUNK

Bemidji, Minn.

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I have enjoyed "Building With Assurance" very much.

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W. BAGGALEY

Cleveland Heights, Ohio







*"Home Keeping Hearts  
are Happiest—MORGAN"*

## A word picture of the Morgan Woodwork Organization

**W**HAT is the Morgan Woodwork Organization and where is it located? Briefly, it is composed of timber lands and saw mills in the states of Washington, Michigan and Arkansas—of a manufacturing plant in Oshkosh, Wisconsin—of distributing warehouses in Chicago, Baltimore, Detroit and Jersey City—and of sales offices in New York City, Cleveland and Atlanta. Associated with it are high grade lumber and building material dealers in over 5,000 cities and towns. Its products are recommended and used by architects and contractors in practically every city in the United States. The Morgan Woodwork Organization, after two generations of practical experience with home builders, is today the largest organization of its kind in the world.

# Mail the Reservation Blank

*shown on opposite page, for the Master Book—  
"Building With Assurance"*

**T**HERE is only one way for you to fully appreciate "Building With Assurance"—that is by examining it leisurely in your own home. We have, therefore, arranged to send it on ten days' inspection, as outlined at the right and in the Reservation Blank on opposite page.

Remember, "Building With Assurance" was not designed to be sold for money or profit, but as a modern service to earnest home lovers. Necessarily, however, so costly a book cannot be distributed promiscuously, so a small deposit is asked. This deposit is merely to assure us that you are an ardent home lover—that the book will be put to practical use and not go into the hands of the merely curious.

*Even this small deposit will be returned to you, under the conditions outlined at the right. The ten-day examination is entirely at our risk.*

**The Morgan Woodwork Organization  
stands behind "Building With Assurance"**

**T**HERE is no question as to whether or not "Building With Assurance" will help you. It has helped thousands of other home owners. It has helped them build better homes for less money; avoid costly errors; add to their own ideas and shorten the road to home building success. Remember, "Building With Assurance" has back of it the great Morgan organization, with its two generations of home building experience. Address the office nearest you.

## Morgan Woodwork Organization

Morgan Sash & Door Co.   Morgan Millwork Co.   Morgan Company  
Chicago   Baltimore   Oshkosh, Wis.

## Examine the Master Book

*10 days without cost*

**I**F you will mail the special Reservation Blank on opposite page, and enclose your deposit, we will gladly send you a copy of "Building With Assurance"—postpaid and at our risk—for you to examine ten days in your own home. Read it. Profit by its many practical suggestions and ideas. Enjoy the beautiful homes and floor plans pictured. Show it to your friends, contractor, architect or dealer. Notice what a valuable fund of information it holds for you. Then, if pleased, keep the book. Should you, however, not be delighted with it, should you feel that the book is not worth many times the small deposit, just return it and your money will be refunded. The examination will cost you nothing.

## How to get the Master Book FREE

**S**HOULD you, within one year from date you receive the Master Book, buy \$200 worth of Morgan Woodwork from your dealer, we shall be pleased to return your deposit. "Building With Assurance" will then be yours with our compliments.



Would Not Part With It  
for \$50.00.

It is so useful I cannot describe just what I think of "Building with Assurance." I would not part with my book for \$50.00. I guess this speaks for itself.

R. C. LAMBERT

Toronto, Canada



*There is no  
added cost for  
"Morgan-Quality"*

## Mail the Reservation Blank attached to page eighteen

The following is a copy of our liberal, no-risk, free examination offer. To take advantage of this, use the blank provided for your convenience, and attached to page 18.

Gentlemen: I understand why you cannot send out a costly book such as "Building With Assurance" promiscuously. I am, therefore, enclosing my deposit of \$2.50 (West of Rocky Mountains, Canada and Foreign, \$3.50), in consideration of which please send the 440-page Master Book. If not pleased, I understand I am to return the book *within ten days after receipt*—and you are to refund the money deposited. Also that the money deposited is to be returned to me in case I buy \$200 worth of Morgan woodwork within one year from date the book is received by me.

After sending in the Reservation Blank and getting "Building with Assurance," we shall appreciate having you hand this prospectus to some friend who is contemplating the building of a home. Additional Reservation Blanks will be sent upon request.  
—MORGAN WOODWORK ORGANIZATION.

*"Home Keeping Hearts  
are Happiest—MORGAN"*

